

EYE on VI – JANUARY 2012 (2nd Quarter – FY2012)

Table of Contents

Calendar

VI Hot Topics

VI Policy Update

FAQ (Frequently Asked Questions)

Training and Professional Development Opportunities

Also posted online: <http://www.defenseimagery.mil/community.html>

Calendar (Events, conferences, workshops, & professional development opportunities)		
23 Jan 2012	Defense Visual Information Steering Committee meeting	Pentagon Conf. Center
24-26 Jan 2012	DINFOS TTSB for Intermediate Photojournalism Course (IPC)	DINFOS
30 Jan-3 Feb 2012	DINFOS TTSB for Visual Information Management (VIM) Course	DINFOS
3 Feb 2012	DMA Awards submission deadline (to Thomas Jefferson Awards program)	
17 Feb 2012	VIAP and VIPA awards submission deadlines	
7 Mar 2012	DINFOS TTSB for Combat Camera Leadership Course (CCLC)	DINFOS

****VI Hot Topics****

VI Policy Update

A reissuance of the **DoDI 5040.07 DoD VI Production Procedures** is projected for late 2012. The revised instruction combines and amplifies guidance contained in the current versions of 5040.07 and 5040.09. The new DoDI 5040.07 has completed formal coordination and is now undergoing comment adjudication. Once this is complete, the proposed instruction will enter the pre-signature coordination phase.

Since **DoDI 5040.02 Visual Information (VI)** was signed on Oct 27, 2011, the VI and PA communities should update their plans and other documents to reflect this change. The reissuance incorporates and cancels: DoDI 5040.02 Visual Information, Aug 30, 2005; DoDI 5040.04 Joint Combat Camera (COMCAM) Program, Jun 6, 2006; DoDI 5040.05 Alteration of Official DoD Imagery, Aug 29, 1995; DoDI 5040.6 Life-Cycle Management of DoD Visual Information, Apr 10, 2001 and DoDI 5040.8 Visual Information (VI) Activity Management, Jan 26, 2005.

VISION ID Update - Do you have your VISION ID yet? We continue to see registrations and add more each month. See www.defenseimagery.mil if you still need one.

DIMOC Imagery Operations and Coordination Center (IOCC) Update

DIMOC's Imagery Operations and Coordination Center has completed their move to Fort G. Meade, Md. For an updated contact list for all IOCC personnel (to include the liaison representatives) please contact the IOCC OPS Chief, MSgt Carl Rishkofski, via email: carl.rishkofski@dma.mil

Our new address and phone numbers:

DIMOC Imagery Operations and Coordination Center (IOCC)

6700 Taylor Avenue

Fort Meade, MD 20755

Phone: (301) 833-4937/38 (Main) (DSN: 733)

EYE on VI – JANUARY 2012 (2nd Quarter – FY2012)

FFT and FTP Update

The Defense Asset Management System (DAMS) moved from Alexandria, VA to Ft. George G. Meade, MD in early November. Moving the system resulted in new IP addresses for all the servers. DVI is aware of some issues connecting to our FFT and FTP servers as a result of this move. All connection attempts to DAMS servers must be attempted using the domain name for the server. Use of the IP address will result in failure due to the address changes. For more information please visit: <http://www.defenseimagery.mil/learning/howto/> Should connections fail, please follow established procedures and contact the Imagery Operations Coordination Center (IOCC) at 301-833-4938/7.

“Serving Abroad...Through Their Eyes” project

Military photography highlighted through Arts in Embassies Program –

Have your photograph selected for inclusion in the Department of Defense and the Department of State's collaborative photography project “SERVING ABROAD...THROUGH THEIR EYES.” If you are an active or former member of the U.S. military, Foreign Service or Civil Service, you may submit up to ten of your best images taken abroad since 2000 for consideration. **Submissions must be received by February 20, 2012.** See: <http://www.ourmilitary.mil/their-eyes/serving-abroad-through-their-eyes/>

AWARDS

The **Defense Media Activity (DMA) Awards** submission **deadline is Feb. 3.** First place winners will proceed to the DoD level of competition - the **2011 Thomas Jefferson (TJ) Awards** Program, which recognizes military and civilian employee communication professionals for outstanding achievement in furthering the objectives of the DoD Internal Information Program through print, online and motion video productions.

<http://www.dinfos.dma.mil/events/tjweb/main.htm>

Visual Information Awards Program (VIAP) 2011

Entries are due by **Feb. 17, 2012.** Material entered for competition must have been produced between January 1, 2011 and December 31, 2011, and not have been previously judged in a VIAP competition. See: http://www.dinfos.dma.mil/events/viap/index_viap.aspx

DoD Visual Information (VI) Production Awards (VIPA)

Entries are **due by Feb. 17, 2012** for the 2010-2011 Department of Defense VI Production Awards (VIPA) competition and must have been completed between January 1, 2010 and December 31, 2011. See: http://www.dinfos.dma.mil/events/VI_Production/VIP_Production.htm

Best Imagery Highlighted - Contact the DoD Image Gallery to receive the daily distribution for imagery products at: dodimagegallery@DMA.MIL. See the **DoD 2011 Year in Review** at: http://www.defense.gov/home/features/2011/1211_yir/

VI ARTICLES of interest:

Best of Washington Post photography 2011 - A selection of the best work from Washington Post photojournalists from 2011. In most “Best of...” galleries it's all about lighting, perspective, capturing the moment, emotion and contrast. <http://tinyurl.com/6sysmdz>

New Movie Shot with DSLRs

Check out how much of a new movie premiering next month was shot with DSLRs, especially the Canon 5D MkII. http://www.youtube.com/watch?v=TDWayZvNC54&fb_source=message

Bob Ward, DoD photographer, retires. See his photo essay from his career in DOD.

<http://www.defense.gov/news/newsarticle.aspx?id=66628>

<http://www.defense.gov/photoessays/photoessaySS.aspx?id=2595>

EYE on VI – JANUARY 2012 (2nd Quarter – FY2012)

David LaBelle, author of “The Great Picture Hunt” and a highly decorated and recognized expert in the photojournalism community, recently visited DINFOS for the BSP 010-12 class graduation. Check out his storytelling approach at: <http://vimeo.com/8021072> and his bio at: <http://pictureswithpurpose.org/labelle.html>

Integration of Combat Camera and Public Information to Maximize the Affect within the Information Environment -- Perspective from the Tactical Level of Operations

By Daniel S. Avondoglio

The article describes how integrating VI with IO can strengthen messaging and resonate with a broader audience. Photographers should take note of the third to last paragraph: “The local villagers expressed sentiments of joy at seeing themselves and people they knew in the slide show. With the slide show depicting images of projects in various stages of completion before finally revealing images of the completed projects, the audience was reminded of the level of progress made...” This is a recurring imagery requirement for similar projects in other areas of operations that photographers should look to document. <http://tinyurl.com/6p22xju>

Multimedia Storytelling -

A photojournalist talks about a multimedia storytelling workshop at: <http://tinyurl.com/7rdmq6f>

Navy Imagery Insider - A bi-monthly newsletter with tips, tricks and tools for the visual storyteller. This edition pays tribute to All Hands magazine and the many years of service to the fleet. To view, download and/or print, go to: <http://www.slideshare.net/NavyVisualNewsService>

FAQs – Frequently Asked Questions

Alteration of Imagery – Easy to do, but is it worth the loss of credibility?

QUESTION: I am requesting approval for the use of an altered photo on the cover of our base welcome guide. We do not propose to use it for any other purpose. Enclosed is the original photo for you to compare. (The photo includes the Secretary of Defense walking with the unit commander. Caption information would be listed on the Table of Contents page. Attachments showed the original picture and the altered pic in the format it would be used.) Please advise if this alteration falls within the DoDI policy guidelines.

ANSWER: The alteration of this image is prohibited by DoDI 5040.02, "Visual Information (VI)," October 27, 2011 (see <http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf>) and will not be approved for use. The guidance is found in Enclosure 10, Prohibited Alteration of Official DoD Imagery." The specific prohibition is the removal and addition of photographic details. In this case, a servicemember, individuals in the group, and shadows were removed from the photo, and a background was cloned into the image.

The prohibition is in place to protect the credibility of the Department of Defense imagery. While the policy anticipates editorial requirements and allows for modification and photo illustration techniques together with disclosure and preservation of the original image, this image represents an actual event and the alteration changes factual details in the image of that event.

The news and wire services reject the use of altered imagery. The media have and will continue to challenge the credibility of the Department of Defense when they find examples such as the use of an altered image on the proposed cover of a guidebook. We have discussed the topic at length with news photo desks who advise that alteration, even the removal of a shadow, is a firing offense within their own staffs and with stringers, and the blacklisting of those individuals in the industry for lesser alterations.

Therefore, the risk for embarrassment to your base, the organization, and DoD is too high due to the severity of the media responses we have encountered thus far with similar alteration infractions. While we appreciate the enthusiasm of the photo artist and the visual communication intended in the publication, the bottom line for the policy is to protect and maintain the Department's imagery credibility. Note: The altered photo was not used in the official publication.

EYE on VI – JANUARY 2012 (2nd Quarter – FY2012)

CAPTION Content Better, But Still Needs Work...

These comments are not unique and they're common to the career field. DIMOC content managers have seen a slight increase in the quality of captions. (Thank you!) More photos are being received with metadata, which travels and stays with the photo. Metadata also has meaning over the long term.

- Meta data – be sure to match the date to the caption dateline. (We're finding conflicting location data on caption and metadata).
- Pay attention to auto fills that are not always accurate.
- Remember, no names in keywords.
- Include a background paragraph or information to illustrate boiler plate captions. (25 + photos all with the same caption? Not helpful.) The initial sentence needs to reference the operation/exercise, what's happening with full name, rank and title. Secondary sentence can be the boiler plate.
- IDs should include full name, rank, and unit. Otherwise we have to track down the photographer or make the caption generic.
- Too many misspellings! Spelling and accurate titles are important!
- Caption writers ask yourselves: Is there enough information in the caption for the reader to know what you are talking about 5-10 years from now?
- Old or new imagery – DIMOC wants the imagery in as timely a manner as possible, which also allows more viewing. Either way, always send the imagery. It has historical value for the long term. For more information, contact archivists Ms. Julia Hickey or Mr. Pedro Loureiro at: julia.hickey@dma.mil; 301-222-6525; Pedro.Loureiro@dma.mil; 951-413-2544.

DINFOS Training and Professional Development Opportunities

http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course_catalog.aspx

Visual Information Management Course (2 weeks)

020 - 13 - 26 Mar 2012

030 – 21 May – 5 Jun 2012

Combat Camera Leadership Course (2 weeks)

Class 010 – 07 May 2012 – 18 May 2012 *(*Note this is the only iteration offered in 2012)*

Intermediate Photojournalism Course (8.5 weeks)

010 - 04 Jan 2012 - 01 Mar 2012

020 - 06 Mar 2012 - 02 May 2012

Intermediate Videography Course (3 weeks)

010 - 23 Jan 2012 - 10 Feb 2012

020 - 12 – 30 Mar 2012

Advanced Electronic Journalism Course (4 weeks)

020 – 05 Nov 2011 – 30 Mar 2012

Intermediate Public Affairs Specialist Course (1 week)

020 - 23 Jan 2012 – 02 Feb 2012

030 – 26 Mar 2012 – 02 Apr 2012

Joint Expeditionary Public Affairs Course (2 weeks)

020 - 04 Jun – 15 Jun 2012

Joint Intermediate Public Affairs Course (4 weeks)

010 - 09 Apr 2012 - 09 May 2012

020 – 16 Jul 2012 - 14 Aug 2012

Joint Senior Enlisted Public Affairs Course (2 weeks)

020 - 21 May 2012 - 7 Jun 2012

OTHER Training Opportunities

The Joint Enabling Capabilities Planners Course (JECPC)

POC for Course Attendance and Registration: Mr. Cam Holland @ (757) 836-6381 and Mr. Mike Villarreal @ (757) 836-7922 OR DSN: 836-xxxx

<https://www-secure.jwfc.jfcom.mil/jemis/index.html>

SUBMISSIONS: If you have something you think should be included, please email content to EYE on VI to:

EYE on VI Editor/POC: Barbara Burfeind, Chief, VI Plans & Integration; Barbara.burfeind@dma.mil

Ph: 301-222-6530